

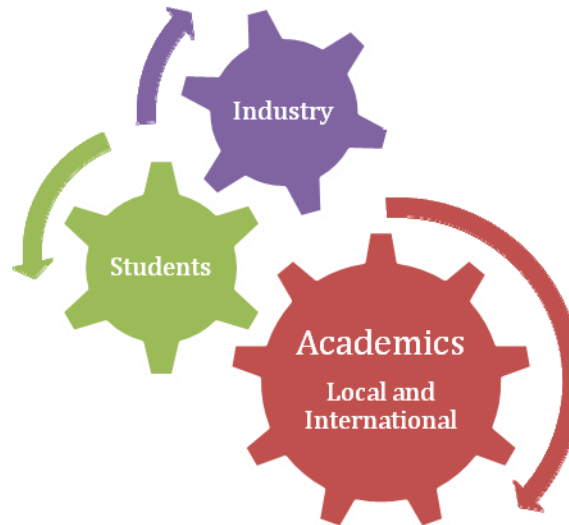
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**The need for a shared approach to Advertising Education:  
The role of Academic Associations, Industry Associations and  
related stakeholders in an evolving advertising environment**



Proposal for  
A Special Topics Session  
Co-chaired by

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Keywords: advertising education, industry connection, career aspiration

## **I. Rationale for the Proposed Session**

Attrition in the world of advertising has increased from 10-15% to hit an all-time high of 25-30%. Ad professionals are moving out of the industry to the e-commerce or to the entertainment business (*The Economic Times*, 2008). The industry faces difficulties in recruiting high caliber graduates because of the perceived low starting salary and unclear career path. The prevalence of new media has changed the role of advertising from a mass oriented communication to an interactive and personalized communication. In a new IMC model proposed, the message part of the communication consists of commercial messages, incentives, entertainment, opinions and culture (Patti et al., 2005). The delivery of the message would be increasingly affected by non-marketer controlled means, such as the consumer network. In the changing marketing and consumer environment, there is a need to keep the advertising curriculum abreast. Not only is the advertising environment evolving, but the students who are about to enter the advertising industry are changing also. They look for more control of their career, and high quality of life through a better work life balance. Their educators and mentors, the university professors are also increasingly challenged by funding cuts, staffing issues, teaching and learning approaches and research pressures. This panel brings together representatives from key academic associations, industry associations as well as the views of their respective stakeholders – academics, students and industry to discuss the active role in advertising education they can play in responding to the changing market and industry environment. Specific issues to be explored include the following:

- An agenda for interaction between academic association and its key stakeholders, including academics, students and the advertising industry

- the roles of academic associations in the bridging of the academic circle and the professional industry
- the roles of academic associations in representing the increasing pressures on academics and building the career of the new practitioners
- advertising industry input for changes in academic programs
- nurturing career aspiration among advertising and marketing communication students

The value of this proposed special topics session is that it will build a bridge between academic associations, professional bodies and the academic institutes. The proposed session should be of broad interest to the Asia-Pacific conference attendees considering its educational focus and the nature of the conference. Presenters represent diverse educational environments including Hong Kong, Australia and the US.

## **II. Presenters of the Proposed Session (in alphabetical order)**

- Dr. Kara Chan <[karachan@hkbu.edu.hk](mailto:karachan@hkbu.edu.hk)>, Department of Communication Studies, Hong Kong Baptist University
- Dr. Jami Fullerton <[jamia@okstate.edu](mailto:jamia@okstate.edu)>, School of Journalism and Broadcasting, Oklahoma State University
- Dr. Gayle Kerr <[gf.kerr@qut.edu.au](mailto:gf.kerr@qut.edu.au)>, President of the Australian and New Zealand Academy of Advertising
- Bill Proud <[w.proud@qut.edu.au](mailto:w.proud@qut.edu.au)>, School of Advertising, Marketing and Public Relations, Queensland University of Technology, Australia
- Dr. Patricia Rose, Executive Director, American Academy of Advertising, USA

### **III. Proposed Length of Session**

The session chairs will ensure that all presentations are ready to go before hand and will limit each individual's presentation to 10 minutes, leaving about 15 minutes for their interactions with the audience. The session chairs will be responsible for time management of the session.

### **IV. Details of the Proposed Session**

The following paragraphs highlight the five presentations. Gayle Kerr will open the session by exploring the interaction between academic associations and their stakeholders. She draws from her experience in guiding the fledgling academy of advertising in Australia and New Zealand. In contrast, Patricia Rose will demonstrate the strengths and connections of a more experienced academic association, the American Academy of Advertising (AAA), and its response to the changing advertising and academic environment. John Holmes will then explore the value of an industry association, the International Advertising Association (IAA). From the views and experience of these very different associations, we then connect with three important stakeholder groups – the students and the academics. Kara Chan will discuss the students' point of views, while Bill Proud will introduce the academic perspective and its connection and relevance to an academic association.

## **Responding to change: ANZAA, a model of advertising connectedness**

*Gayle Kerr, President ANZAA*

ANZAA began with the question “Advertising has changed. Have we?”. This was the topic of a special interest session at the ANZMAC conference in December 2006, hosted by Charles Patti (University of Denver), David Waller (University of Technology Sydney) and Gayle Kerr (QUT). The session raised a number of critical issues for Australian and New Zealand academics, such as funding, program choices, staffing, administration overload, accreditation of courses, research and the need for a shared approach to advertising education. It echoed many of the *Thoughts on the Future of Advertising Education* of the University of Texas (1995) and aired many of the frustrations of academics responding to an increasingly pressured environment.

The answer seemed to be to form an academic association and to make connections firstly amongst the academics in the room, and their colleagues in Australia and New Zealand. An email group was formed and a questionnaire was sent out in early 2007 to see what Australian and New Zealand academics wanted to get out of an academic association. In its first year, it has tried to connect with local academics, through a newsletter and email group, to build both a sense of purpose and membership. It has connected with advertising students through a national advertising competition. It now seeks connection with the international academic community, through this special interest session and hopes to develop stronger industry connections, as the association matures and its strength in membership and commitment grows.

## **The role of the American Academy of Advertising**

*Executive Director, Pat Rose*

The American Academy of Advertising was founded fifty years ago “to serve advertising teachers found in psychology, business and journalism academic units.” Identified needs and goals centered on the advancement and improvement of advertising education for both the academy and the profession, the stimulation of research, and closer liaison between academic disciplines. AAA established the *Journal of Advertising* in 1972; it has recently acquired *the Journal of Interactive Advertising* and is in discussion regarding sponsorship of a teaching journal.

AAA remains the premier association for academics interested in advertising and graduate students wanting to enter the field. AAA participates in the accreditation process of programs through our involvement with ACEJMC and AACSB, the recognized academic accrediting bodies of our discipline. We work with the industry and value their participation as keynote speakers and panel participants. AAA’s annual and biennial conferences provide for networking and the sharing of research, especially that of new technologies and changing industry demands; our Proceedings are held in esteem by both the academy and libraries. In addition, the biennial conferences have solidified our relationship with other worldwide academic organizations. Research grants and teaching awards are provided to members.

## **Industry Association Linkages: The American Advertising Foundation**

*Jami Fullerton, Oklahoma State University*

The American Advertising Federation (AAF) is the largest advertising trade organization in the U.S. and acts as the “Unifying Voice for Advertising.” It is an excellent example of an association that provides opportunities for students by linking industry with education. The AAF is based in Washington, D.C. with a vast network of professional Ad Clubs and AAF student chapters in cities and on college campuses across the country and around the world. AAF connects industry with education through its college-chapter program, which consists of 226 affiliated chapters with nearly 8,000 undergraduate student members and more than 350 faculty advisers.

AAF provides numerous programs to guide its college students through advertising curriculum and job placement. AAF's student programs include internships with member companies, scholarships, career fairs, networking opportunities, industry mentoring and more. The signature AAF student program is the National Student Advertising Competition (NSAC), in which thousands of advertising students compete each year. Student teams create a campaign for a “real-life” client and present their pitch before a panel of national industry judges at the AAF national conference.

The competition and other AAF student programs is managed as part of AAF Education Services and overseen by a national AAF Academic Committee consisting of professors and industry practitioners. Dr. Fullerton has served on the Academic Committee for more than ten years.



**What advertising and communication students are expecting for their career  
and what can they expect from an association?**

*Kara Chan, Hong Kong Baptist University*

The presentation will start with an overview of the manpower situation of the Hong Kong advertising industry in the recent few years. Academic programs on advertising and marketing communication offered by the higher educational institutes will be reviewed in a nutshell. The presentation will go on to discuss the available job opportunities for communication graduates in general. A study of a group of graduating students was conducted. An open-ended questionnaire was distributed to the graduating class of advertising, public relations and communication studies students to collect their expectation for the career. The study collected views on what they like or dislike about the advertising or the public relations industry, as well as whether they will consider applying for jobs in the advertising or public relations industry immediately after graduation. They were also asked to name at most three companies that they would like to work for. Results will be summarized and presented. The implications for the professional industry in attracting new graduates will be discussed.

**Are we getting what we want? Academics and Associations**

*Bill Proud, Queensland University of Technology*

Ask any academic and they will tell you they are short-staffed, underpaid and undervalued. This is in part due to a higher education sector squeezed by reduced government funding and pressured by increased class sizes and international student intake. One source of support for the academic should be the academic association. But is it providing what we need? And what do we want in the first

place? This panel member looks at the results of a survey into what academics want from an academic association and presents an agenda for action.

## **V. Statement**

All presenters listed in this proposal have agreed to register for the conference and participate as specified.

## **VI. References**

1. The Economic Times (2008), “Ad world attrition hits all-time high,” 6 June, <http://economictimes.indiatimes.com/rssarticleshow/msid-3103851,prtpage-1.cms> (accessed on July 15, 2008).
2. Patti, C.H., Kerr, G.F., Kim, I., Kobayashi, Y., Schultz, D.E. (2005), “Integrated Marketing Communication (IMC): Learning and teaching issues in Asia-Pacific,” Proceeding of the 2005 American Academic of Advertising Asia Pacific Conference, [http://www.aaasite.org/proceedings/AAA\\_AsiaPac2005\\_TOC.pdf](http://www.aaasite.org/proceedings/AAA_AsiaPac2005_TOC.pdf) (accessed on July 15, 2008).

## **VII. CV of Presenters (in alphabetical order)**

### **Kara Chan**

Dr. Kara Chan is Professor at the Department of Communication Studies, Hong Kong Baptist University. She teaches advertising, consumer behavior and campaign planning. She worked in the advertising and public relations profession and as a statistician for the Hong Kong Government before she joined the University. She was a Fulbright Scholar at Bradley University, Illinois for 1999 to 2000 and a visiting professor at the summer university program of the Copenhagen Business School. She is co-author (with James McNeal) of “*Advertising to Children in China*” (Hong Kong: Chinese University Press) and editor of “*Advertising and Hong Kong Society*” (Hong

Kong: Chinese University Press). She is working on a book manuscript “*Youth and Consumption Culture*”.

Kara’s research interest include cross cultural consumer psychology, advertising strategy, consumer socialization, food advertising and regulations. She completed over thirty research projects funded by the university, the Research Grant Council, as well as the Environment and Conservation Fund and Woo Wheelock Green Fund. She has published over sixty journal articles, conference papers and book chapters. She is serving at the editorial board of *Young Consumers*.

### **Jami Fullerton**

Jami Fullerton earned her doctorate from the University of North Texas in 1997 and received her BA in Journalism from the University of Oklahoma in 1984. She is a professor in the School of Journalism and Broadcasting and holds the Peggy Layman Welch Endowed Chair in Integrated Marketing Communications at Oklahoma State University. Prior to entering academe, Dr. Fullerton worked in the advertising industry in Dallas and Little Rock, primarily on the client-side, where she directed the marketing and advertising functions for several national restaurant chains including Little Caesar’s Pizza, TCBY and CiCi’s Pizza.

Dr. Fullerton’s research interests include the portrayal of gender in advertising, cross-cultural communication and advertising education. She has published numerous studies on international and ethnic advertising in national academic journals including *Journalism and Mass Communication Quarterly*, *Journal of Advertising Research* and *Mass Communication and Society Journal*. In 2001, Dr. Fullerton was recognized as a top scholar in the College of Arts & Sciences at OSU and in 2007 was a finalist for the OSU Regents Distinguished Research Award.

Her current research program is focused on U.S. propaganda efforts since 9/11. In 2003, she received a grant to study international advertising, specifically the U.S. State Department’s advertising effort in the Muslim world. Research resulting from the grant was published in her book with Alice Kendrick, *Advertising’s War on Terrorism: The Story of the U.S. State Department’s Shared Values Initiative* (Marquette Books, 2006).

### **Gayle Kerr**

Gayle is the founding President of the Australian and New Zealand Academy of Advertising. She is a senior lecturer in advertising and IMC at the Queensland University of Technology, where she teaches in the areas of advertising management, advertising campaigns and IMC. She has won an Excellence in Teaching Award from the Faculty of Business, as well as a best published paper in the field of teaching and learning. Gayle has also taught in the IMC program at NorthWestern University in Chicago as a visiting professor.

Gayle's PhD was the first in Australia in the area of IMC and was acknowledged in the US industry magazine, *Marketing News*. Since then, she has published in the area of advertising regulation, advertising management, IMC and advertising and IMC education. She is a co-author of the Australian version of the Belch, Belch, Kerr and Powell, Advertising and IMC text.

### **Bill Proud**

Mr Bill Proud has consulted to the private sector for high profile branded companies for the past 18 years through his own consulting business to companies such as Hans Continental Smallgoods, La Famiglia Fines Foods, Sunshine Foods, QTQ Channel 9, the Royal National Agricultural Society (RNA), Bundaberg Sugar, Troika Fine Foods just to name a few. Prior to this Bill spent five years at QUF Industries where he was responsible for domestic and international programs which included product marketing initiatives on branded fruit and dairy products and also included the high profile national launch of Danone yogurt. Prior to his five years at QUF, Bill was the Marketing Manager for Carlton United Breweries in Queensland and the Northern Territory and spent almost five years in the alcoholic beverage market. Prior to that he held appointments at Campbell's Soups, J Murray Moore and a marketing position at Quantum Market Research. Bill is a Certified Practicing Marketer (CPM) under the AMI Scheme, is also on the ethics committee of the Advertising Federation of Australia and was an executive committee member of the QGIA in Queensland for a number of years.

Bill is currently a member of the Market Research Society, Immediate Past President, National Board Member of the Australian Marketing Institute and is now an Honorary Fellow of the AMI. He is also a fellow of the Australian Institute of Management, a Director of the Queensland Enterprise Workshop and a Director of Eagle Boys Pizza. Bill presents many workshops throughout the year for Achaeus Ltd and also St. Andrews Rehabilitation Clinic. He chaired the QUT School Advisory Committee for the School of Advertising, Marketing and Public Relations for five years before taking an appointment as a lecturer in that school. Currently Bill lectures in Integrated Marketing Communication, Marketing and related marketing subjects. He is also a member of various committees within the School of Advertising, Marketing and Public Relations and a founding member of the Australian and New Zealand Academy of Advertising.

### **Patricia B. Rose**

Pat Rose, Executive Director, American Academy of Advertising and Professor Emerita at Florida International University, is a past president of AAA. Rose served FIU sequentially as professor, chair of the Department of Advertising and Public Relations and then as associate dean. Rose is currently editor of the *Journal of Advertising Education*. She has also served as head of the advertising division of AEJMC, president of the Miami Ad Fed, and as an executive board member of the Florida chapter of the International Advertising Association.

Rose came to academe after 25 years in the profession. She was the first female vice-president in account management at N.W. Ayer as well as director of marketing for Thomas Cook banking and travel and, later, Air Atlanta, a start-up airline during deregulation.

Rose's areas of expertise are Integrated Marketing Communications (IMC) as well as Hispanic and Latin American Communications. Among other venues, she has published in *Journalism Educator*, the *Journal of Global Marketing*, the *Journal of Marketing Communications*, and the *Journal of Marketing for Higher Education*.